# THE NESTLE-LeMUR COMPANY

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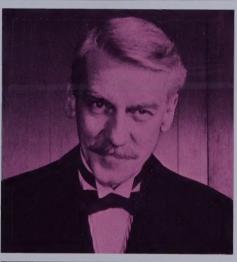
# Annual Report 1965

















Beauty Preparations

**Men's Toiletries** 

**Pharmaceuticals** 

# THE NESTLE-LeMUR COMPANY ANNUAL REPORT 1965

Executive and Sales Offices-902 Broadway, New York, N.Y. 10010

## **Board of Directors**

Murry C. Becker, Chairman

Benjamin Abrams Everett D. McCurdy
George L. Lindemann I. Louis Naidech
Joseph S. Lindemann Daniel G. Ross

## Officers

### Auditors

Homes & Davis . . . . Certified Public Accountants, N.Y.C.

## Transfer Agent and Registrar

Central National Bank of Cleveland, Cleveland 1, Ohio

## **Stock Exchange Listings**

American Stock Exchange

Midwest Stock Exchange

### **Subsidiaries**

Domestic

Harriet Hubbard Ayer, Inc.
Marie Earle Corporation
Esta Medical Laboratories, Inc.
Parfums Lucien Lelong
Corporation
Milkmaid, Inc.

E. S. Miller Laboratories, Inc.
Nestle-LeMur International, Inc.
Ed Pinaud, Inc.
Carroll Dunham Smith
Pharmacal Co.
Smith, Miller & Patch, Inc.

Foreign

BRAZIL FRANCE

Lucien Lelong Perfumes S.A. Parfums Lucien Lelong S.A.

CANADA

The Nestle-LeMur Co., (Canada) Ltd.

GREAT BRITAIN

John Bell, Hills & Lucas, Limited
Fassett & Johnson, Ltd.

LeMur Limited

Parfums de Lucien Lelong, Ltd.
Pinaud Limited
Smith, Miller & Patch, Limited

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## **FINANCIAL HIGHLIGHTS**

Operations	1965	1964
Sales	\$20,888,661	\$20,872,842
Net Income Before Taxes	1,872,092	1,835,165
Provision for Income Taxes	828,914	824,780
Net Income	1,043,178	1,010,385
Net Income Applicable to Common Stock	1,019,375	985,096
Per Common Share	.60	.58
Dividends Paid on Common Stock	336,230	336,556
Per Common Share	.20	.20
Stock Dividend per Common Share	-	5%
Net Income Retained in the Business	683,145	648,540
Advertising and Promotion Expenses	1,841,973	1,825,159
Laboratory Research and Control	559,499	466,768
Depreciation and Amortization	211,053	208,306
Year-End Financial Position		
Current Assets	7,641,692	7,080,589
Current Liabilities	1,820,869	1,850,152
Net Working Capital	5,820,823	5,230,437
Current Ratio	4.19 to 1	3.83 to 1
Common Shareholders' Equity	7,223,351	6,523,420
Per Common Share	4.29	3.88
Number of Shares Outstanding	1,681,147	1,681,147

## **SOURCE AND APPLICATION OF FUNDS**

Source of Funds:	1965
Net Income	\$ 1,043,178
Depreciation and Amortization	211,053
	1,254,231
<b>Application of Funds:</b> Dividends Paid on Common Stock	
and Preferred Stock—Subsidiary	359,876
Net Additions to Fixed Assets	138,523
Amortization of Long Term Debt .	162,077
Other Items—Net	3,369
	663,845
Increase in Working Capital	\$ 590,386

	1965	1964	1963	1962
Operations for the Year				
Net Sales	\$20,888,661	\$20,872,842	\$20,227,008	\$19,446,71
Net Income Before Income Taxes	1,872,092	1,835,165	2,052,220	2,002,54
Income Taxes	828,914	824,780	979,687	970,96
Net Income Applicable to Common Stock	1,019,375	985,096	1,047,037	1,005,45
Per Share			. 2	
Depreciation	.12	.12	.10	.0.
Interest	.07	.07	.05	.0
Net Income Applicable to Common Stock	.60	.58	.62	.5
Cash Dividends	.20	2.20	.19	.1
Earnings Reinvested	.40	.38	.43	.4
Stock Dividends	-	5%	_	
Financial Condition at Year End				
Current Assets	7,641,692	7,080,589	6,985,473	6,497,28
Current Liabilities	1,820,869	1,850,152	2,000,722	1,758,46
Net Working Capital	5,820,823	5,230,437	4,984,751	4,738,82
Current Ratio	4.19 to 1	3.83 to 1	3.49 to 1	3.69 to
Property, Plant and Equipment—Net	2,104,396	2,166,970	2,067,754	1,027,51
Other Assets and Intangibles	1,800,352	1,815,967	1,264,653	1,225,44
Total	9,725,571	9,213,374	8,317,158	6,991,78
Long-Term Debt	2,087,577	2,249,654	1,904,667	1,187,50
Minority Interest	414,643	440,300	445,747	457,15
Common Shareholders' Equity	7,223,351	6,523,420	5,966,744	5,347,12
Book Value Per Common Share	4.29	3.88	3.53	3.1
Number of Shares Outstanding	1,681,147	1,681,147	1,688,465*	1,697,60

\*Adjusted to reflect stock dividends paid in 1964, 1961, 1960, 19

Ten year summary

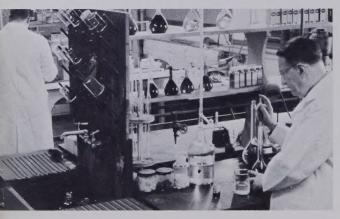
1961	1960	1959	1958	1957	1956
\$17,227,800	\$15,900,211	\$13,867,870	\$12,608,052	\$9,009,461	\$8,012,128
1,630,383	1,518,489	1,318,450	1,061,324	767,775	501,330
760,795	711,681	611,419	481,021	365,555	228,864
843,391	778,655	677,867	549,487	402,220	272,466
.10	.09	.10	.09	.06	.05
.05	.05	.04	.03	.01	.01
.49	.45	.41	.33	.26	.18
.17	.14	.14	.13	.08	.05
.32	.31	.27	.20	.18	.13
100%	5%	5%	_	5% & 50%	50%
		,	,		
5,945,113	5,885,559	4,523,173	3,511,826	2,344,506	2,030,372
1,538,805	1,490,227	1,937,449	1,154,092	875,995	725,006
4,406,308	4,395,332	2,585,724	2,357,734	1,468,511	1,305,366
3.86 to 1	3.94 to 1	2.33 to 1	3.04 to 1	2.68 to 1	2.80 to 1
1,100,361	1,137,127	1,194,117	1,267,685	539,528	440,096
1,091,804	662,858	653,624	650,745	54,772	60,799
6,598,473	6,195,316	4,433,465	4,276,164	2,062,811	1,806,261
1,312,500	1,437,500	751,725	1,021,189	85,000	125,000
458,199	489,673	511,755	540,485	_	_
4,827,774	4,268,143	3,169,985	2,714,490	1,977,811	1,681,261
2.82	2.50	1.91	1.64	1.29	1.10
1,710,561*	1,710,561*	1,658,061*	1,658,061*	<b>1,527,7</b> 83*	1,527,783*

and 1956.

## President's report to the shareholders







**SALES AND EARNINGS** Net sales amounted to \$20,888,661 in 1965 compared with \$20,872,842 in the previous year.

Total profits before taxes for the year amounted to \$1,872,092 compared with \$1,835,165 for 1964.

Net consolidated earnings applicable to common shares amounted to \$1,019,375 (\$.60) per share for the year 1965 compared with \$985,096 (\$.58) per share earned in 1964.

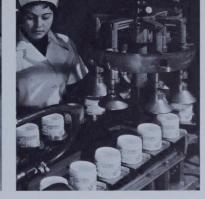
In keeping with practice of prior years, Canadian accounts have been consolidated but other foreign subsidiaries overseas are not included in this report.

**DIVIDENDS** Cash dividends paid during 1965 amounted to \$336,230 at the annual rate of \$.20 per share. The regular quarterly dividend of \$.05 per share was paid on March 15, 1966 to stockholders of record on March 1, 1966.

FINANCIAL POSITION The financial condition of our company was strong at December







31, 1965 with working capital of \$5,820,823 and a current ratio of 4.19 to 1. At the end of 1964, working capital amounted to \$5,230,437.

The balance of long-term debt, consisting of loans and mortgages, amounted to \$2,087,577 at December 31,1965. Amortization payments during the year amounted to \$162,077. At the previous year-end, the long-term debt amounted to \$2,249,654.

**CAPITALIZATION** At present 2,000,000 shares of common stock are authorized. At December 31, 1965, 1,681,147 shares were issued and outstanding and 28,827 shares were issued and held in the treasury. Distribution of outstanding shares is national with investors numbering approximately 3,017.

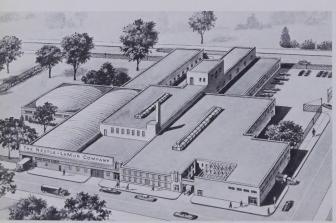
Book value at December 31, 1965 amounted to \$4.29 per share compared with \$3.88 at the end of the previous year.

**OPERATIONS** Substantial increases in sales of pharmaceutical products and in exports benefitted operations during the year.

Sales of toiletries in general were satisfactory. Of particular interest is the progress attained in the sale and distribution of men's toiletries. In the professional barber field, sales of Clubman products increased and a new series under the name of Napoleon is being introduced in 1966. In the retail field, Yu is being expanded to include men's products other than After Shave, and Wake-up is being repackaged with greater promotional activities. All of these men's preparations are marketed under the famous Pinaud tradename, and take advantage of opportunities afforded by the enormous increase in the demand and use of toiletries by men.

Our otherwise fine progress during the year, was offset by the decline in sales of hair sprays. This resulted from the de-emphasis of sales and promotion of items in this product category because profit opportunities have seriously declined. Intense competition exists in the field of hair sprays, and manufacturers, distributors and retailers in general have utilized promotion for sales without regard to profits. This does not serve the best interests of our





Nestle Plant and Laboratories-Bronx, N.Y.



Smith, Miller and Patch Plant and Research Laboratories-New Brunswick, N.J.

company and we have determined rather to concentrate in other product areas, more susceptible to sales with profit growth.

During the year, the pharmaceutical division expanded the sales force. In addition, general promotional and other marketing and distributional expenses increased. The decline in the sales of hair sprays limited the total sales increase and prevented the absorption of these additional expenses.

GENERAL The many outstanding tradenames of our company in the toiletry and pharmaceutical divisions provide the basis for continued research and product development for company growth. Both of these industries are expanding and management is confident of our company's progress in the future.

The devoted efforts of executives and employees are acknowledged with appreciation, as is the loyal support and cooperation of suppliers and shareholders.

President

New York, N.Y. April 1, 1966







MEN'S TOILETRIES The most dramatic development during 1965 in the Toilet Goods Industry was the great expansion of promotion and sales of men's toiletries. Early recognition of this trend resulted in the introduction of Clubman in 1963, followed recently by Napoleon, both distributed exclusively through barber shops. To cover the other retail channels, Wake-up was introduced in 1964, followed recently by Yu. All are Pinaud products, beautifully packaged and manufactured with essences imported from France, and additional to the regular line of Pinaud men's preparations famous since 1810. Seaforth was acquired in 1964, and offers a further opportunity to increase sales in this important segment of the Toilet Goods Industry.

DRUG STORI

HAIR PREPARATIONS Hair colorings by Nestle from rinses to permanent coloring have long been preferred by women throughout the world. The new permanent hair coloring, Nestle Colorhair Foam, was introduced during the year to complete the product range. Other popular Nestle products for hair care include setting lotions, hair sprays and shampoos. Marchand hair products are popular and feature Golden Hair Wash.

All of these hair color and hair care preparations are distributed largely through the mass volume outlets such as drug stores, variety stores, and the toiletry sections of supermarkets and general stores.







**TOILETRIES** Of great appeal to consumers nationally for generations, are the brands featuring moderate priced toiletries. Mavis and Djer-Kiss are famous for talcum powders, and the lines include dusting powders, sachets and colognes. Two new items, Mavis Spray Deodorant and Mavis Stick Deodorant are now being introduced. Both of these brands are widely distributed through the mass volume outlets.

Toiletries in the Blue Waltz and Irresistible brands are distributed through variety stores and include lipsticks, perfumes, colognes, and holiday gift sets.













**LUXURY COSMETICS & TOILETRIES** The luxury toiletry division is composed of four distinguished brands. Harriet Hubbard Ayer, Milkmaid, and Marie Earle are treatment lines consisting of skin creams, lotions and cosmetics. Lucien Lelong is a popular perfume line consisting of perfumes, toilet waters, and other fragrance products. These brands are distributed through department stores and drug stores.

The items in each brand are beautifully and distinctively packaged for consumer appeal, and each line has several specialties which are particularly favored by consumers and which are featured in promotional activities.

### INTERNATIONAL OPERATIONS

Overseas operations progressed satisfactorily during 1965, with significant sales increases in many foreign markets.

Global marketing strategy emphasizes the licensing of overseas manufacturers for the various product lines. It is pleasing to report the success of initial manufacturing programs for NESTLE hair preparations and for SEAFORTH and LELONG products, by licensees in a number of new markets. Exports of various NESTLE hair preparations and SEAFORTH and LELONG products continued to grow in 1965 in other world markets where local manufacturing is still not feasible. Shipments in export trade for all Divisions are now being made to more than 70 countries around the world.

In line with our efforts to expand consumer acceptance of company brand names, participation in International Trade Shows was arranged during the past year in cooperation with overseas distributors in Bahrain, Guatemala, Syria, Thailand and Puerto Rico. From modern shopping centers in Puerto Rico to remote shopping stalls in Malaysia, company trademarks have become synonymous with quality toiletries, resulting in a growing world-wide acceptance of the products distributed.



Plant, Offices, and Laboratories-London, England



Plant, Offices, and Laboratories-Toronto, Canada



American Pavilion, International Trade Fair, Damascus, Syria



Our president visits at opening of new licensee's pharmaceutical plant in Lahore, Pakistan.

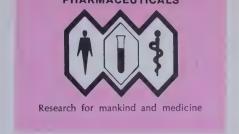
One of the delivery vans in San Juan,











## Smith, Miller & Patch Inc.

In 1965, Smith, Miller & Patch continued its vigorous program of research and aggressive marketing tactics with fruitful results.

The highly sophisticated marketing program developed over the past years has enabled SMP to make substantial inroads in highly competitive therapeutic markets, both in the U.S. and abroad during 1965. Utilization of advanced techniques in marketing, research and public relations has created a dynamic image and has resulted in greater physician awareness and acceptance of SMP products.

In the past year, the SMP film library has become one of the largest in the field of Ophthalmology and Otolaryngology. The library was formally dedicated as a living memorial to those physicians who have made important contributions to medical and surgical education through the medium of cinematography. An award of a bronze medallion has been established and is presented at the annual meeting of the American Academy of Ophthalmology and Otolaryngology. The Smith, Miller & Patch Memorial Film Library is the best used library in the U.S. Physician recognition of

this service has been rewarding.

As SMP medical and pharmaceutical research teams probed deeper into the mysteries surrounding many of mankind's ills, new and useful drugs have come to light.

These researchers have gone beyond the confines of the laboratory to advance their theories. Working closely with outstanding Medical Schools, Hospitals and Clinics through the nation, the medical department is engaged in the vital task of clinically testing on a large scale, each drug that shows promise in preliminary animal and pharmacological studies.

This diligent search has led into many diverse therapeutic areas, such as cardiovascular products, steroids, hypnotics, ophthalmic and otologic specialties. Work along these lines has progressed to the point where some of these drugs are awaiting FDA clearance.

At SMP, our strength is in the utilization of the company's greatest resource . . . ideas—as today's research becomes tomorrow's drugs.





ASSETS	1065	
Current Assets December 31	1900	1964
Cash	\$ 669,465	\$ 656,496
Marketable Securities—at Cost (Which Approximates Market) and Accrued Interest	504,686	206,419
Accounts and Notes Receivable (Net of Reserves)	2,659,769	2,530,312
Prepaid and Deferred Charges	202,582	217,645
Inventories (at Lower of Cost or Market)	3,605,190	3,469,717
Total Current Assets	\$ 7,641,692	\$ 7,080,589
Investments, Other Assets and Intangibles		
Investments In and Advances To Foreign Subsidiaries	\$ 1,003,982	\$ 1,010,356
Cash Surrender Value of Life Insurance	35,658	32,871
Other Non-Current Assets	61,407	73,435
	\$ 1,101,047	\$ 1,116,662
Excess of Cost of Investment in Subsidiaries Over Underlying Book Value .	\$ 699,302	\$ 699,302
Fixed Assets—at Cost:		
Land, Buildings and Improvements	\$ 2,150,649	\$ 2,136,428
Machinery and Equipment	1,023,966	997,615
Furniture and Fixtures	207,232	192,115
Large Agreement and Decorate the could be a structure	3,381,847	\$ 3,326,158
Less: Accumulated Depreciation and Amortization	1,277,451 \$ 2,104,396	1,159,188 \$ 2,166,970
Goodwill	3	3
See Notes to Financial Statements	\$11,546,440	\$11,063,526

# Consolidated balance sheet

LIABILITIES	106E	11
Current Liabilities December 31	1900	1964
Accounts Payable	\$ 495,341 121,405 559,166 644,957	\$ 538,612 119,705 547,867 643,968
Total Current Liabilities	\$ 1,820,869	\$ 1,850,152
Long Term Debt (Note B)	\$ 2,087,577	\$ 2,249,654
Minority Interest		
Minority Interest in Subsidiary (Note C)	\$ 414,643	\$ 440,300
Common Stockholders' Equity		
Common Stock, Par Value \$1.00 Per Share:  Authorized—2,000,000 Shares	-	
Issued —1,709,974 Shares	\$ 1,709,974	\$ 1,709,974
Capital Surplus	2,885,856 2,963,214	2,883,313 2,265,826
Retained Lainings	\$ 7,559,044	\$ 6,859,113
Less Cost of 28,827 Shares of Common Stock Held in Treasury	335,693 \$ 7,223,351	335,693 \$ 6,523,420
See Notes to Financial Statements	<u>\$11,546,440</u>	\$11,063,526

Year ended December 31 Income	1965	1964
Net Sales	\$20,888,661	\$20,872,842
Cost of Sales	9,384,709	9,836,458
Gross Profit on Sales	11,503,952	11,036,384
Operating Expenses and Net Charges	9,631,860	9,201,219
Net Income Before Taxes	1,872,092	1,835,165
Provision for U.S. and Canadian Income Taxes	828,914	824,780
Trovision for 6.5, and canadian medite raxes		
	1,043,178	1,010,385
Income Applicable to Minority Interest in Subsidiary	157	155
Net Income for Year	1,043,021	1,010,230
Preferred Dividends—Subsidiary	23,646	25,134
Net Income Applicable to Common Stock	\$ 1,019,375	\$ 985,096
Retained Earnings	¢2.265.006	. d. 2. 400 272
Balance—January 1	\$2,265,826	\$ 2,499,273
Add: Net Income After Preferred Dividends	1,019,375	985,096
Other Adjustments—Net	14,243	
	3,299,444	3,484,369
Less: Cash Dividends Paid	336,230	336,556
Stock Dividend – 5% (including cash paid	4	065 433
in lieu of fractional shares—\$6,210)		865,432 16,555
Other Adjustitients—Net	336,230	1,218,543
Palanca Dacambay 21	\$2,963,214	\$ 2,265,826
Balance—December 31	\$2,903,214	\$ 2,203,020
Capital Surplus  Balance—January 1	\$2,883,313 —	\$ 2,104,759 778,354
in Preferred Stock of Subsidiary	2,543	200
Balance—December 31	\$2,885,856	\$ 2,883,313
Cost of sales, operating expenses and net charges include depreciation and amortization of 2211,053 in 1965 and \$208,306 in 1964.	42,003,030	2,003,013
ee Notes to Financial Statements		

Consolidated statement of income, retained earnings and capital surplus

### **NOTES** to Financial Statements

A The Consolidated Financial Statements include the accounts of The Nestle-LeMur Company and its domestic and Canadian subsidiaries.

The accounts of the Canadian subsidiaries have been included at appropriate rates of exchange.

**B** Long term debt and current maturities thereof at December 31, 1965 were as follows:

	Current	Long Term
5% unsecured Notes, due 1969; quarterly installments—\$28,125.	\$ 84,375	\$ 337,500
6% unsecured Notes, due 1980; quarterly installments commence 1970—\$25,000.		1,000,000
5%% Mortgage Note, due 1978; quarterly installments including interest—\$12,031.	18,194	402,872
5% Mortgage Note, due 1977; quarterly installments including interest commence 1965—\$8,250.	14,246	270,567
6½% Mortgage Note, due 1973; monthly installments including interest \$1,089.		76,638 \$2,087,577

The agreement covering the 5% and 6% unsecured notes contains certain restrictions on the payment of dividends, other than dividends payable in the Company's stock, and provisions for minimum working capital. At December 31, 1965 the unrestricted amount available for cash dividends was \$2,099,434 and working capital exceeded the minimum requirement by \$3,070,823.

**C** At December 31, 1965, The Nestle-LeMur Company held 99.83% of the Common Stock of Carroll Dunham Smith Pharmacal Company. Minority interest comprises the following:

Preferred	Shares	.\$389,325
Preferred	Shares-1965 Dividend	. 23,646
Common	Shares	. 1,672
		\$414 643

- **D** The Nestle-LeMur Company is contingently liable, for a maximum of \$61,000.00, as guarantor to the Chase Manhattan Bank for advances made to an unconsolidated foreign subsidiary.
- **E** The Financial Statements of the Company for the calendar year 1962 and subsequent years are subject to final determination of Federal Income Taxes.

## **ACCOUNTANTS' REPORT**

Board of Directors The Nestle-LeMur Company New York, New York

We have examined the consolidated balance sheet of The Nestle-LeMur Company and its wholly owned domestic subsidiary companies as at December 31, 1965 and the related consolidated statements of income, retained earnings and capital surplus for the year then ended. Our examination was made in accordance with generally accepted auditing standards and accordingly included such tests of the accounting records and such other auditing procedures as we considered necessary in the circumstances.

The financial statements as at December 31, 1965 of the wholly owned Canadian subsidiary companies were examined and reported on by Ernst & Ernst of Toronto, Canada. The reports of the aforementioned accountants were used by us for the purpose of consolidating the accounts of the Canadian subsidiaries with the accounts of the parent company.

In our opinion, the accompanying consolidated balance sheet and consolidated statements of income, retained earnings and capital surplus, together with notes to financial statements, present fairly the consolidated financial position of The Nestle-LeMur Company at December 31, 1965 and results of its consolidated operations for the year then ended in conformity with generally accepted accounting principles applied on a basis consistent with that of the preceding year.

HOMES & DAVIS Certified Public Accountants New York, N. Y. March 22, 1966



## BEAUTY AND HEALTH WORLDWIDE THE NESTLE-LeMUR COMPANY

## BRANCHES AND PLANTS

## **United States**

1041 Prospect Avenue, Bronx, N. Y. Ayer & Milkmaid Laboratories & Plant 38-04 48th Street, Long Island City, N. Y.

Pharmaceutical Laboratories & Plant 401 Joyce Kilmer Avenue, New Brunswick, N. J.

West Coast Shipping Center 404 East 27th Street, Los Angeles, Calif.

## Great Britain

General Offices, Laboratories & Plant Oxford Works, Worsley Bridge Road, London

Offices, Laboratories & Plant Rue Hermes Fontes 170, Rio de Janeiro